



**WE ARE A **FORCE** TO BE RECKONED WITH  
IN THE FIGHT AGAINST LUNG CANCER IN WOMEN**



Lung cancer is an urgent health crisis in America, killing more people than any other cancer. The American Lung Association is dedicated to reducing lung cancer's terrible toll. We launched LUNG FORCE to make lung cancer a national priority. We've significantly increased our lung cancer research funding, and are continually developing and improving support resources for lung cancer patients and their caregivers.

## UNDERSTANDING LUNG CANCER

### Did you know?

- Anyone can get lung cancer.
- Lung cancer is the leading cancer killer of both women and men in America.
- Close to 400,000 Americans are living with lung cancer.
- Nearly 160,000 Americans die of lung cancer each year.
- More than two thirds of people diagnosed with lung cancer have never smoked or are former smokers.
- In 1987, lung cancer surpassed breast cancer as the leading cancer killer among women in the United States.
- The five-year survival rate for lung cancer is 17 percent, among the lowest for all types of cancers.
- Funding for lung cancer research lags behind other major causes of death in the U.S.

LUNG FORCE spokesperson,  
singer/songwriter Jewel



**LUNG  
FORCE**

### What Is LUNG FORCE?

We are facing a crisis in women's health. Every five minutes, a woman in the U.S. is diagnosed with lung cancer, and every eight minutes, a woman dies from lung cancer. In the last 37 years, the lung cancer death rate has risen 98 percent among women, while falling 28 percent among men.

The American Lung Association asked women across the country about their perceptions around lung cancer and the results were published in the Women's Lung Health Barometer. Only one percent of women knew that lung cancer was the #1 cancer killer of both women and men.

# LUNG FORCE HAS THREE PRIORITIES:

- Make lung cancer a cause that people care about – and act on
- Educate and empower patients, caregivers and healthcare providers
- Raise critical funds for lung cancer research



From L to R: Valerie Harper, Helena Foulkes - Executive Vice President, CVS Health and President, CVS/pharmacy and Kellie Pickler



## A Turquoise Takeover



LUNG FORCE launched with the help of national presenting sponsor CVS Health on May 13, 2014. LUNG FORCE Heroes (lung disease patients, survivors, caregivers and healthcare providers) teamed up with lung cancer researchers and LUNG FORCE sponsors at the launch event. Actress, author and LUNG FORCE Hero Valerie Harper, singer/songwriter Jewel, country music singer Kellie Pickler and NASCAR driver Mackena Bell have all joined LUNG FORCE to share how lung cancer has touched their lives and to raise awareness and funds for LUNG FORCE. Jewel wrote and recorded LUNG FORCE's signature song, "Sing On," with all proceeds from sales going to support the cause.

## TURQUOISE TAKEOVER 113 SITES NATIONWIDE WENT TURQUOISE



JACKSONVILLE, FLORIDA'S FRIENDSHIP FOUNTAIN



NIAGARA FALLS



In fiscal year 2015, LUNG FORCE Expos will offer education and support for lung disease patients, caregivers and healthcare providers. LUNG FORCE Walks will bring together those fighting for lung health to raise money to support the LUNG FORCE goals.

## LUNG FORCE Launch, BY THE NUMBERS:

932 million media impressions

33.6 million social media impressions

33,300 visits to LUNGFORCE.org

3,310 took the LUNG FORCE pledge

50 TV news anchors wore turquoise in support

113 landmarks illuminated in turquoise

105 National Women's Lung Health Week proclamations issued

25 meetings held with Congress to fight for increased lung cancer funding

22 key media outlets attended national media day

### Through LUNG FORCE, We Have Committed To:

- Invest \$10 million in lung cancer research and \$5 million in increasing public health promotion including awareness of early detection tools, such as CT screening.
- Provide patients with information about clinical trials and biomarker testing.
- Advocate for increasing federal funding for lung cancer research from \$213 million today to \$300 million by 2020.



### Join the FORCE

Momentum is growing and there are many ways for women, men and children to join the FORCE and stand together for a life free of lung disease. Visit [LUNGFORCE.org](http://LUNGFORCE.org) and learn more.